



**FIND THE  
TIME  
YOU NEED  
WITH  
DAY-TIMERS**

**WON'T LET YOU FORGET  
WHAT YOU MUST DO . . . WHAT YOU HAVE DONE**

**ORGANIZE YOUR DAY  
TO DO MORE IN LESS TIME**

**FREE YOUR MIND  
FOR IMPORTANT DECISIONS**

**SAVE TAX DOLLARS  
RECORD TRAVEL, ENTERTAINMENT  
AND BUSINESS EXPENSES WHEN THEY OCCUR**

*See how to make the best use of your time  
. . . your only non-replaceable asset! . . . . .*



## THERE IS A CORRECT SIZE DAY-TIMER FOR EVERY BUSY EXECUTIVE!

Pocket  
Day-Timers  
described on  
over-flap.



### *Pocket* DAY-TIMERS

#### SENIOR COAT SIZE—page size, 3½" x 6½"

The same proved two-page format used in the Desk DAY-TIMER is condensed into a pocket version that fits your inside coat pocket. A separate expense-reimbursement record section helps keep track of travel and business expenses. Wallet holds monthly filler books, plus credit cards, money.

- Full Year Set WITH BLACK OSTRICH GRAIN CALF LEATHER WALLET and ballpoint pen ..... \$15.95
- Full Year Set WITH LEATHER WALLET (black Morocco, brown or red polished cowhide) and ballpoint pen ..... \$14.95
- Full Year Set WITH VINYL WALLET (black, bone or red) and ballpoint pen ..... \$10.35
- REFILLS, full year set, without wallet and pen ..... \$ 8.95



#### JUNIOR SHIRT SIZE—page size, 3" x 5"

Exactly the same as the Pocket DAY-TIMER Senior but reduced in size to fit your shirt pocket.

- Full Year Set WITH BLACK OSTRICH GRAIN CALF LEATHER WALLET and ballpoint pen ..... \$15.75
- Full Year Set WITH LEATHER WALLET (black Morocco, brown or red polished cowhide) and ballpoint pen ..... \$14.75
- Full Year Set WITH VINYL WALLET (black, bone or red) and ballpoint pen ..... \$10.15
- REFILLS, full year set, without wallet and pen ..... \$ 8.85

## DESK DAY-TIMERS ARE ILLUSTRATED ON INSIDE PAGES



### DESK DAY-TIMERS

#### SENIOR page size, 8½" x 11"

The original, full size edition. Consists of letter size loose leaf forms with two pages for each day . . . plus two calendar planning pages at the start of each month. All pages are high quality, opaque paper of superior tensile strength, water marked and manufactured to our specifications.

The set is complete with a heavy duty, deluxe seven-ring semi-flexible composition leather binder, equipped with a slide lock to provide positive locking and easier opening and closing. Buy with binder first time, next year order refill pages only.

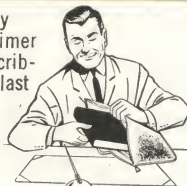
- Full Year Filler Pages WITH 7-RING BINDER ..... \$13.95
- REFILLS, Full Year Filler Pages Without Binder ..... \$ 9.45

#### JUNIOR page size, 5½" x 8½"

Exactly the same as the Senior size but with one half the page size. Also ideal for use by your secretary.

- Full Year Filler Pages WITH 7-RING BINDER ..... \$13.00
- REFILLS, Full Year Filler Pages Without Binder ..... \$ 8.75

Weekly  
Day-Timer  
is described  
on last  
page.



### WEEKLY DAY-TIMER—page size, 8½" x 11"

Incorporates the same unique Day-Timer functionalized format in conveniently reduced size. See seven days at a glance. Heavy-duty, deluxe 7 ring binder. Slimline, easy to carry in your briefcase.

- Full Year Filler Pages WITH LEATHER BINDER (Black Ostrich Grain Calf) . \$16.95
- Full Year Filler Pages WITH SIMULATED LEATHER BINDER (Black Morocco) \$ 8.95
- REFILLS, Full Year Filler Pages without BINDER ..... \$ 4.95

**Desk, Pocket and Weekly Day-Timers may begin with any month and continue for 12 full months**





KEEP EVERY  
APPOINTMENT  
ON TIME

DATE PRINTED  
ON EACH PAGE

**Large loose leaf pages are housed in a heavy-duty seven ring binder**

## RIGHT PAGE TELLS WHAT YOU HAVE DONE

**SERVICES  
PERFORMED TODAY**

Note what you do as the day progresses. See at a glance what you are accomplishing. A permanent diary record of what you have done is always available for reference at any time. People have confidence in the man who has a record of every conference, price quotation, telephone call, etc.

**TIME RECORD AND ANALYSIS.** Time column automatically times your day, reminds you to note everything you do. Tells where your precious time is wasted.

**TAX DEDUCTIBLE EXPENSES.** Record them in your DAY-TIMER . . . if you can't prove it, you can't deduct it. Write it down.

**NEW!** A new expense summary is provided for each month to summarize auto, travel, entertainment and business expenses.

**LEFT PAGE  
TELLS WHAT  
YOU MUST DO!**

### TO BE DONE TODAY

**IMPORTANT DEADLINE MATTERS** such as reports, production, shipments, inventory, layout, news releases and all items which must be completed this day.

**MATTERS SCHEDULED FOR COMPLETION** this day because of advanced planning, which you hope to do or complete this day.

**GENERAL FOLLOW UP MATTERS** such as reminders to check on work in process of completion, review of assistants' and associates' work.

**ADVANCE REMINDERS OF ALL UNFINISHED MATTERS.** Reminders should be entered in advance of all deadline dates. In this way, work can be planned more intelligently and last minute rushing avoided.

## APPOINTMENTS AND SCHEDULED EVENTS

Enter all appointments, on appropriate time line, for conferences, meetings and all events and functions set for a definite hour and place.

**NOTES AND MEMOS  
MADE TODAY**

Put here the miscellaneous reminders not assigned to a specific date. Inspirational ideas you want to preserve by a hasty note. Don't forget, write it down, then, if necessary, assign it for action in the to-be-done-today section at a later date.

Shown here is a typical busy executive's complete day, as recorded in his DAY-TIMER. When his day began, he knew exactly what he had to do and who he had to see . . . because all his commitments and engagements were listed on the left page. As his day progressed, the right page of his DAY-TIMER became a permanent record of his every activity and service. With DAY-TIMER on your desk, you'll be able to plan, execute, record and charge for your time, if desired, as efficiently as this executive . . . for only 3¢ a day.

**DAY-TIMERS, Inc.** ALLENTOWN, PA. 18105

HOURS COLUMN  
AUTOMATICALLY  
TIMES YOUR DAY

### TAX DEDUCTIBLE EXPENSES AND BUSINESS RELATIONSHIP

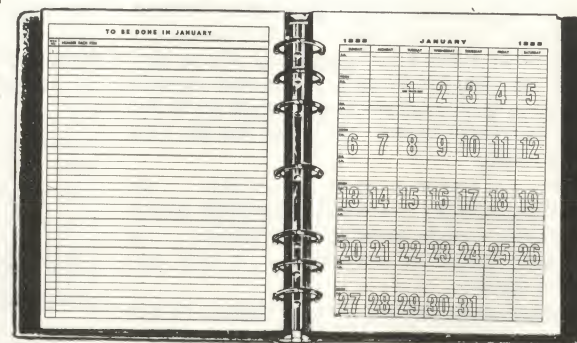
TIME SPENT  
ON EACH  
MATTER

**5-in-1 Executive Planner and Record Book**  
*Won't Let You Forget.*

1. Daily Appointments
2. 'Tickler' Reminders
3. Daily, Weekly, Monthly Work Planner
4. Permanent Record of Activities
5. Time and Expense Record

If you like to visualize your weekly and monthly schedules, these handy full page monthly calendar forms at the start of each new month will be a big help to you.

POCKET DAY-TIMER DESCRIBED ON OVER-FLAP  
WEEKLY DAY-TIMER DESCRIBED ON BACK PAGE







# Pocket DAY-TIMER 5-IN-1 EXECUTIVE PLANNER AND RECORD BOOK

For your Away-From-The-Desk Hours

FT PAGE  
DON'T LET  
YOU FORGET  
WHAT YOU  
JUST DO!

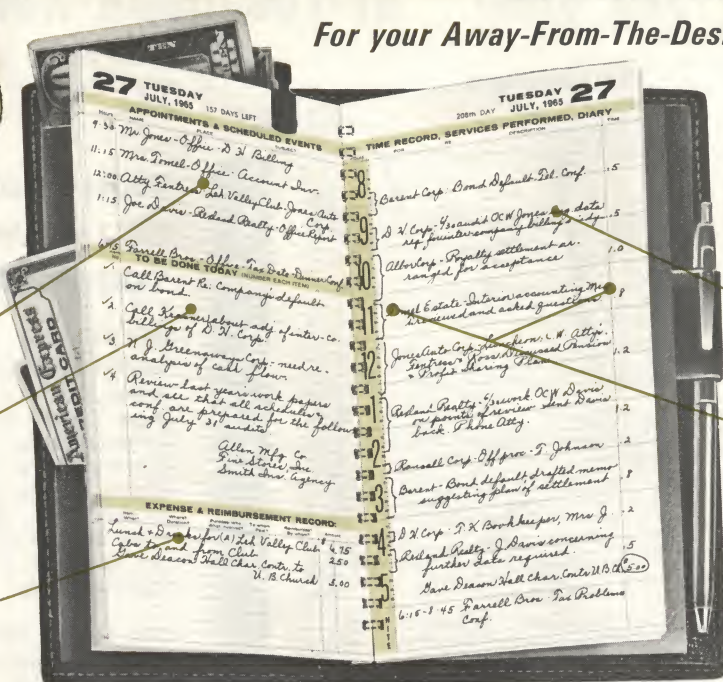
POINTMENTS

MONTHLY  
ANNING  
GES

ICKLER"  
MINDERS

MMED  
MO SLIPS FOR  
TURE MONTHS  
COS AND  
POINTMENTS

CORD TRAVEL  
AND ENTERTAIN-  
MENT EXPENSES  
THEY OCCUR



**RIGHT PAGE  
BECOMES A  
PERMANENT  
RECORD OF  
WHAT YOU  
HAVE DONE!**

**RESULTS OF  
MEETINGS,  
QUOTATIONS, ETC.**

**SLIM GOLD AND  
BLACK FINE LINE  
BALL POINT PEN**

**AUTOMATICALLY  
TIMES YOUR DAY**

**6 YEAR  
PLANNER**

**ADDRESS AND  
PHONE DIRECTORY**

**CONVENIENT  
POCKETS FOR  
MONEY BILLS  
AND CARDS**

**CONTAINS EVERYTHING YOU NEED TO PLAN,  
EXECUTE AND RECORD A MORE PROFITABLE DAY**

- 12 Monthly Filler Books with Gummed Memos & Monthly Planning Pages
- 12 File Ledger Folders
- Address and Phone Directory
- Six-Year Planner
- Instructions
- Sturdy Wood File Box
- Handsome Wallet
- Fine Line Ball Point Pen
- Free Tax Booklets

## HELPS YOU ORGANIZE EACH DAY TO DO MORE IN LESS TIME

Use it to supplement your Desk DAY-TIMER when away from your desk . . . or as a completely independent system if you spend most of your time out of the office. You carry the current month's record book in a handsome wallet which easily fits in your inside coat pocket, (the Junior Size fits your shirt pocket).

Combines in one book the features of five: . . . an appointment book . . . a "tickler" reminder system . . . a daily, weekly, monthly work planner . . . a permanent record of activities . . . a time and expense record.

You make every meeting on time because Pocket DAY-TIMER won't let you forget. The efficient executive trusts nothing to chance, he keeps track every minute . . . both in and out of the office.

He knows he must make the best use of time to solve the many problems he faces each day. The Pocket DAY-TIMER user knows what he must do and has a record of what he has done.

Put every memo, note, inspirational idea and reminder into the Pocket DAY-TIMER and preserve permanently the memo, its execution and follow through.

You may save hundreds of dollars by remembering and proving all tax deductible expenses. Pocket DAY-TIMER helps you prove the business relationship of every expenditure.

**NEW! A new expense summary is provided in each monthly filler book to summarize auto, travel, entertainment and business expenses.**

## NEW! the WEEKLY DAY-TIMER

**Seven days  
at a glance**

The new Weekly Day-Timer has been specifically designed to answer the needs of busy executives and professional men who need to see seven days at a glance. Two facing pages provide 7 days of the unique Day-Timer functionalized format in conveniently reduced size.

### TO BE DONE TODAY

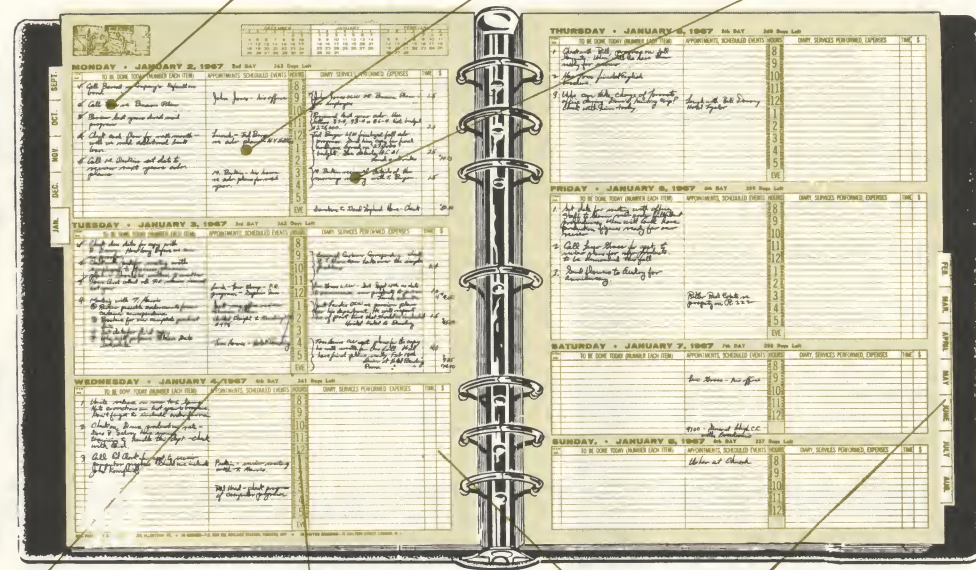
Important deadline matters  
Advance reminders of all unfinished matters  
General follow-up matters

### APPOINTMENTS, SCHEDULED EVENTS

Appointments, conferences, meetings, and all functions set for a definite time and place.

### DIARY SERVICES PERFORMED, EXPENSES

Project, customer or client activity, Services performed, Who was there, What was discussed, Decisions reached, Business expenses—to whom paid, amount, business relationship.



**DATE, DAYS LEFT, DAYS EXPIRED  
PRINTED FOR EACH DAY**

**HOURS COLUMN AUTOMATICALLY  
TIMES YOUR DAY**

**DOLLARS AND  
TIME EXPENDED**

**HANDY MONTHLY INDEX TABS**

### In addition, the WEEKLY DAY-TIMER offers these PLUS features!

- Full monthly planning pages to list everything that must be done for each month.
- Supplementary pages at the end of each month permit you to enter the overflow of details of unusually active days.
- A monthly expense sheet provides a complete record on a day-by-day basis of all business expenses during the month.
- An auto and mileage expense page record provides an automatic record of auto expenses and credit card charges.
- A handy and comprehensive address and telephone directory.
- The exclusive DAY-TIMER "Six Year Planner" which also serves as a six year scheduler and reminder.
- DESIGN-A-FORM, an unusual new feature of the Weekly Day-Timer which consists of uniquely ruled sheets to make up charts, graphs and reports easily and quickly.
- Handy monthly index tabs make it easier to find the weekly pages.

**AS AN ADDED THOUGHT . . . the WEEKLY DAY-TIMER makes an excellent gift for your customers, associates and friends at Christmas and throughout the year. Homemakers and club women will also find the Weekly Day-Timer invaluable and indispensable. Discounts are available on multiple orders.**

Executive Memo Aids for Efficient Time Planning and Recording  
**Day-Timers, Incorporated**  
AND POCKET DAY-TIMER, INCORPORATED

ALLENTOWN, PA, 18105





**Administrators** often wish they could hold back the hands of time.



**Vital** information on scraps of paper never stay in one place.



**A simple** "day book" can do wonders for both your work and sanity.

## How to Add Hours to Your Day

By HENRY SCHINDALL, Management Consultant

*It's easy  
with the  
Day-Timer  
System!*

**L**ACK of time is the single most pressing problem of executives, according to a recent nationwide survey conducted by the American Management Association.

Why? Because in this complex and sophisticated age, today's executive stands or falls by the way he organized his work—in relation to time.

You can't make the clock run backwards; you can't recover wasted time. But you *can* stop wasting it. You *can*, in effect, add more hours to your day. How?—Simply by applying basic scheduling controls to your own activities.

We have found, from our wide experience with scheduling techniques, that executive time planning methods and basic scheduling methods really hinge on the same central concept.

The key to saving time lies in controlling it. The way to control time is to schedule it, and to schedule time effectively, you must first organize it. But we don't actually schedule time, we schedule activities and things in relation to time.

The above statements represent just a few principles that

underlie our synchronized work-control techniques. The interesting thing is that several executive time-planning studies conducted by us, brought us full circle to these same scheduling principles.

Our executive time-planning studies turned up two facts: 1) All scheduling may be similar in theory, but some are like apples and oranges in application and fitting of method to need; 2) Someone else (Day-Timers, Inc., Allentown, Pa.) had already not only thought of time-planning, but was doing something about this vital problem.

### TOOLS

**T**HEIR method is now widely used. The tools are simple, the application versatile and flexible to meet individual needs. Does it work? It does... but not by itself. *You* make it work. With it you can actually have a more efficient, productive, profitable working day—and a more relaxed one—by keeping the right kind of time activity schedule and memo notes and by utilizing these simple notes.

The key to the method is to

keep the right kind of simple schedule of forthcoming activities, (how you *plan* to spend your time) plus notes showing how you have actually spent your time. The simpler your records, the better.

As a first step, get rid of your present desk calendar, "tickler" files, and similar overlapping clutter. The most workable system combines all records into one simply-organized easily-kept, looseleaf "day book." In using a looseleaf "day book," it is vital to rule off the pages into sections for different entries. The basic pattern, developed and tested over the years by Day-Timers, seems right for practically everybody. With this pattern, you can lay out the sections in a blank looseleaf notebook (or purchase the record book ready-made). Ready-made pages, already dated and printed with sections for accurate daily entries, have obvious advantages.

With the book open in front of you the left-hand page would be used for the sections recording things you plan to do. All sorts of data that formerly went into "tickler" files, desk and wall calendars, and similar places, are entered here.

*Over 150,000  
Day-Timers in use.*

DAY-TIMER Products can  
be Ordered from

**DAY-TIMERS, Inc.**

P.O. BOX 1728  
ALLENTOWN, PA. 18105

The right-hand page contains notes on how you actually spent your time (more on that later). First, let's note the three crucial left-hand page sections.

This section is your reminder system for things which should be done today, but at no particular hour. For example, you are to talk to that new man—some-time today. Or today you must work on that report which is due next Tuesday. Or certain letters or phone calls must be taken care of sometime today.

You handle this by making a list of the most important tasks you have to do, and number them in order of importance. Start with number one and work on it until it's finished. Another suggestion: grit your teeth, take a deep breath and list the most difficult jobs first.

Half of the left-hand page in your "day book" should be devoted to a column for noting appointments and other activities scheduled for a set time and place. This column is ruled off into quarter-hour sections.

As soon as you set an appointment or get a deadline, note it in the "appointments" column of your "day book." There it will stay, a permanent, automatic reminder.

One other section, "Notes & Memos Made Today," rounds out the left-hand page. This is a useful page to hold captured odds and ends of information and sudden bright ideas. This section is also a good place to enter advance notice of appointments and scheduled events—if you have an important meeting on Tuesday, you would remind yourself of it Monday by a word or two in "Notes & Memos."

Unless a man plans, puts the plans on paper, and then follows them, even crucial projects may be neglected until too late.

There are many tricks of the trade in planning your activities to eliminate wasted time. For instance, are your phone calls too time-consuming?

Schedule yourself to make the day's phone calls together so they can be made one after another. You will find yourself hitting a fast pace and spending less time in each conversation. By shaving a minute or two from each call, you can end with a substantial time bonus.

#### CALLS

**G**ROUPING calls allows you to choose the time of day when people are most likely to be in

and you'll avoid interrupting yourself several times during the day. The first call or two is a warm-up period—a necessity for many people, whose personality does not project strongly over the telephone.

Use your "day book" to jot down all points to be covered in each phone call. You'll move from point to point efficiently.

Successful people do detailed planning, as thoroughly as possible, a week or more in advance. Some do this planning during a half-hour or hour on the week-end. Some do it Friday afternoon or Monday morning. It doesn't matter when you do it, just so long as you *do it* . . . because only weekly planning puts a vital solid foundation under your daily schedules.

After you have followed the Day-Timers' method for one week, go through the pages and list the things you didn't get done. Add the things to be done next week. Evaluate each for sequence and importance. Then enter them in your "To Be Done" and "Appointments" sections for the coming week.

Every day, before you stop working, take two to three minutes to review your plans for the coming day. Add any new tasks to your day book. Then you won't forget them tomorrow, nor will you need to spend five or ten minutes trying to remember.

#### PLANS

**W**HEN your plans are on scattered records, often out of view, you can easily forget them. But with your plans in front of you, in a book which you are constantly making notes in, you have an automatic, self-starting reminder system that you can hardly avoid seeing . . . and, even more important, using.

It will take a little time to get used to systematizing your activities and records in relation to time—but stick with it. Go through the routines described above until they become habit. At that point the system will work for you like well-lubricated machinery.

A suggestion: Don't have your secretary do your "day book" scheduling. It takes as long to give her the information as it does to write it down yourself. Most secretaries can't decide which items get priority. And the "day book" on her desk can't be used by you at your desk. That last is absolutely vital.

So far we've discussed the left-hand page of your "day book." On the right-hand page, under "services performed," record the actual time you spend on each activity.

A specific record of your time is indispensable to synchronizing your work day. Keeping records is today an absolute requirement for this purpose, because no executive's memory is good enough to retain *everything* he must remember.

Management experts have sound advice that can reward you with extra time and greater efficiency. With an accumulation of "Services Performed" entries, you can follow that advice to a "T." The advice in brief: (1) Define your own job to yourself. (2) Take a long hard look at your own record. (3) Pick out "problem areas," and (4) Eliminate them.

Defining your own job should be easy, but frequently it isn't. There is no overall formula for this step. There are, however, some pointers.

For example, what was your position in the firm before you assumed your present responsibilities?

Perhaps you handled a three-state region and now head a 10-state division. Or you moved up from a department manager to the new position of administrative manager.

**L**OOK at your time record. Are you spending more time with your old area than with new ones?

If anything, you should be spending less. Your familiarity with your previous work, which may lead you into disproportionate interest in it, should actually make it possible to make quicker decisions with less time spent informing yourself or taking a hand in things.

It is helpful to break your job down into headings, then total up the amount of actual time you spend under each heading. You can see quickly if you are spending too much or too little time in one activity.

With the broad outline of your job in mind, you can pick out and eliminate the "Problem Children" that appear in your time record.

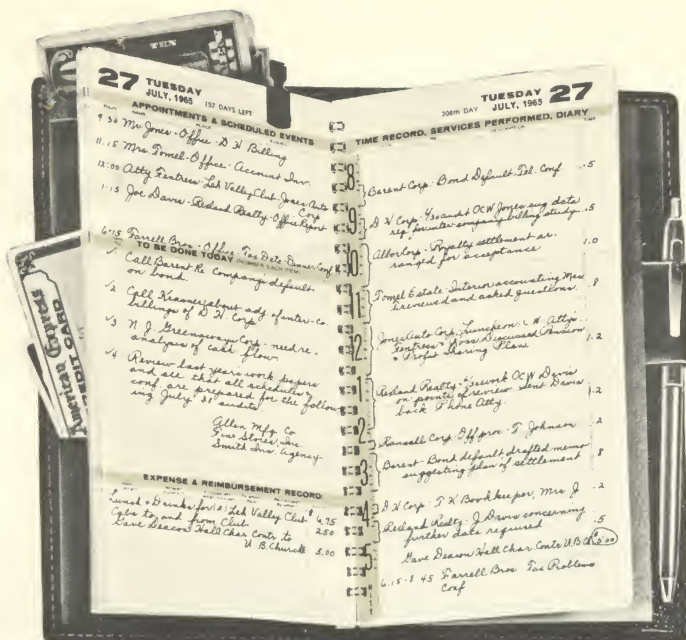
The "Problem Children" are the activities that appear to be taking too much of your valuable time. ■

Charles Schwab paid \$25,000 for this idea

TIME

Your Day-Timer won't let you forget





THESE PAGES WILL FREE YOUR  
MIND FOR IMPORTANT DECISIONS

TELL WHAT YOU MUST DO AND  
WHAT YOU HAVE DONE EACH DAY

- Delegate & monitor your work load.
- Increase your work output by 20%.
- Reduce lost time by 10%.

These are the amazing results thousands of DAY-TIMER subscribers are achieving with the proved two-page DAY-TIMER format. The left page tells you everything you must do. The right page becomes a permanent diary record of everything you've done ... including the time expended on each matter.

Together, these two pages perform all the functions of:

1. An appointment book
2. A 'tickler' reminder system
3. A daily, weekly and monthly work planner and organizer
4. A permanent diary and record of all daily activities
5. A time record in 1/10 and 1/4 hour units
6. An expense and reimbursement record

Stop scribbling memo pad notes which when lost leave no memory behind. Enter every reminder, every inspiration and idea in your DAY-TIMER where they will be preserved, together with the record of the execution and the follow-through.

These two pages, properly completed, become the supporting evidence you need to substantiate travel and entertainment expenses under the new tax laws. You can save hundreds of dollars in tax deductions which would be lost and forgotten were it not for your DAY-TIMER entries.

DAY-TIMERS will organize your day enabling you to do more in less time. Order any of the products described in the enclosed brochure, put them to the acid test of actual use. Mail your order today, and we will include filler pages for the balance of this year free! If at the end of 30 days you are not completely satisfied that DAY-TIMERS have increased your efficiency -- helped you remember and accomplish more with less effort -- simply return them and you owe us nothing.

Sincerely,

*Jessie Sommerfeld*  
Jessie Sommerfeld

6-76-3

P.S. We are enclosing with our compliments a copy of "How To Add Hours To Your Day" by Henry Schindall, prominent management consultant. The article first appeared in Administrative Management Magazine.



# WE'RE KNOWN BY THE "COMPANIES" WE KEEP

See Reverse side for some of the many nationally known firms where DAY-TIMERS are used

**PUT A DAY-TIMER TO WORK FOR YOU TODAY!**

**DAY-TIMERS ARE TAX DEDUCTIBLE WHEN USED FOR BUSINESS PURPOSES**

## 30 DAY NO-RISK TRIAL OFFER

Use DAY-TIMER for 30 days, if not completely satisfied, return for full credit or refund

**QUANTITY DISCOUNTS**—Desk and Pocket sets may be combined for quantity discounts  
 10 to 14...5%    15 to 24...7%    25 to 99...10%    100 to 199...20%    200 to 499...25%

FOR YOUR AWAY FROM THE DESK HOURS...

### Pocket DAY-TIMER Available in 2 Sizes



**2 PAGES FOR EACH DAY**  
Each month's filler pages bound in a booklet which is carried in a handsome wallet

Full Year Set WITH BLACK OSTRICH GRAIN CALF LEATHER Wallet and Pen

Full Year Set WITH LEATHER WALLET and Pen  
☐ Black Morocco ☐ Red Cowhide ☐ Brown Cowhide

Full Year Set WITH VINYL WALLET and Pen  
☐ Black ☐ Red ☐ Bone

REFILLS, Full Year Set Without Wallet and Pen

☐ Personalize Wallet

Please Print ▼

SENIOR COAT SIZE 3½" x 6½"		JUNIOR SHIRT SIZE 3" x 5"	
@	Quan.	@	Quan.
15.95		15.75	
14.95		14.75	
10.35		10.15	
8.95		8.85	
1.00 per line		1.00 per line	

**START MY SET WITH MONTH OF AND CONTINUE FOR 12 MONTHS**

FOR YOUR DESK HOURS...

### DESK DAY-TIMER Available in 2 Sizes



**2 PAGES FOR EACH DAY**  
Loose-leaf filler pages are housed in heavy duty binder

Full Year Filler Pages WITH 7-RING BINDER

MONTHLY INDEX, Mylar Reinforced

REFILLS, Full Year Filler Pages Without Binder

☐ Personalize Binder

Please Print ▼

SENIOR PAGE SIZE 8½" x 11"		JUNIOR PAGE SIZE 5½" x 8½"	
@	Quan.	@	Quan.
13.95		13.00	
2.25		2.15	
9.45		8.75	
1.00 per line		1.00 per line	

**START MY SET WITH MONTH OF AND CONTINUE FOR 12 MONTHS**

4131-6

### WEEKLY DAY-TIMER

7 days at a glance on 2 facing pages  
Pages are housed in ½" binder

Full Year Filler Pages WITH LEATHER BINDER  
(Black Ostrich Grain Calf)

Full Year Filler Pages WITH SIMULATED LEATHER BINDER  
(Black Morocco)

REFILLS, Full Year Filler Pages without BINDER

☐ Personalize Binder

Please Print ▼

PAGE SIZE 8½" x 11"
@    Quan.

\$16.95

8.95

4.95

1.00  
per line

**START MY SET WITH MONTH OF AND CONTINUE FOR 12 MONTHS**

### TO COMPLETE THE DAY-TIMER SYSTEM

TIME DOLLAR LEDGER SHEETS to simplify the collating of time and/or dollar data. Fits Senior Size—printed both sides

ALPHABETICAL INDEX (A to Z) for filing Time Dollar Ledger Sheets

EXPENSE REIMBURSEMENT RECORD & SUMMARY to report Business and Travel Expenses to employer or tax department. 52 per set

DAY-TIMER FINE LINE BALL POINT PENS

@	Quan.
100 @ 2.95	
500 @ 11.25	
2.95	
1.95 per set	
6 for 4.50	

T NELSON

BOX 32  
LSCHOOLEYS MNT NJ 07870

### SHIP TO

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

☐ Enclose Gift Card

### INVOICE TO, IF OTHER THAN SHIP TO ABOVE

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### SAVE SHIPPING CHARGES

We'll be glad to bill rated firms, but to save the expense of billing and extra bookkeeping, if you will send your check with your order, we'll pay the shipping costs.

☐ Enclosed is \$\_\_\_\_\_ Ship Postage Paid

☐ Invoice, plus shipping charges (rated firms only)

PENNA. RESIDENTS PLEASE ADD 5% SALES TAX

☐ Charge to My American Express Account

CREDIT CARD NUMBER

Signature \_\_\_\_\_

TO COMPLETE OUR RECORDS, please list below names of each subscriber whose filler is included in this order.

WEEKLY	DESK		POCKET	
	SR.	JR.	SR.	JR.

All orders for delivery outside U.S.A.—Add \$1.00 to total order. Check must accompany order. Payable in U.S. funds.

**DAY-TIMERS, INC.**  
AND POCKET DAY-TIMERS, INC.  
P.O. BOX 1728, ALLENTOWN, PA. 18105



# A few unsolicited testimonials...

"I bought my first *Day-Timer* in December 1959 for the year 1960 in anticipation of starting to work for PHILCO WDL on 30 December 1959. The title: Engineering Group Supervisor for Transmitter Design. The job: produce after developing a diverse variety of airborne transmitters including a VHF Telemetry and—first time ever—a Microwave transmitter for the Courier Satellite which later proved to be quite a success. It is fair to state that *Day-Timer* was instrumental in the success of Courier II by its ordered record-keeping during the first half of 1960. Three patent disclosures are witnessed on pages from January to March including the one of 5 February which made the communications from Courier II possible. PHILCO management became increasingly aware of how potentially a *Day-Timer* could be used in bringing about complex equipment so undoubtedly ordered a number for 1961 last December.

This could be continued but I believe the above sufficient. This is the first such letter I've written; I send it because *Day-Timer* has materially helped me gain the bit of success I enjoy today."

—William L. Wise,  
Mgr., R. F. Equip. Section, Philco Corp.

"Originally I received your advertisements through the mail at my home and ordered a two or three months supply of *Day-Timer* forms to try them out. I was so enthusiastic about the results that I talked about it to other people in our office and as a result we ordered about a dozen sets of *Day-Timer* books through our normal purchasing channels. About half of us like the junior size edition and the rest prefer the large size pages."

—Hugh R. Lowry,  
General Electric Company, Syracuse, N. Y.

"Last year I adopted use of your *Day-Timer* in my operation as an Insurance Broker and found it to be of great help. In fact, it helped me tremendously to make last year the best year in my 25 years in this business. I am using it again this year and am on my way to another record of life insurance sales."

—Edward F. Fendt,  
Chicago, Illinois

"I think that this is undoubtedly the finest and most complete personal organizer I have ever seen. I am an officer of an advertising agency and this book seems to contain everything needed to keep vital records and a fool-proof follow up system. It is obvious that this was designed by a very busy man."

—Walter C. Vester, Jr.,  
Vice-Pres., Baer, Kemble & Spicer, Inc.,  
Cincinnati, Ohio

The grid contains numerous company logos and names, including:
 

- Philco**: Various divisions and subsidiaries.
- Westinghouse**: Electrical and electronic divisions.
- General Electric**: Various divisions.
- Raytheon**: Electronics and defense divisions.
- Boeing**: Aircraft and aerospace divisions.
- Lockheed**: Aircraft and aerospace divisions.
- North American**: Aircraft and aerospace divisions.
- Republic**: Aircraft and aerospace divisions.
- Grumman**: Aircraft and aerospace divisions.
- McDonnell Douglas**: Aircraft and aerospace divisions.
- Convair**: Aircraft and aerospace divisions.
- Rockwell**: Aircraft and aerospace divisions.
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## WE'RE KNOWN BY THE "COMPANIES" WE KEEP

These are just a few of the many nationally known firms where DAY-TIMERS are used

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